

TO: Chief Elected Officials  
WIB Chairs  
WIB Directors

FROM: Elizabeth Bedwell, Deputy Commissioner  
Field Operations

DATE: February 28, 2002

SUBJECT: DWD Communication 2001-24  
Local Use of Workforce Investment Act (WIA) National  
Incentive Grant

RE: Workforce Investment Act (WIA) National Incentive Grants

**Purpose:**

To provide guidance on the use of the national incentive grant funding for the WorkOne Centers.

**Rescission**

DWD Communication 2001-20, released December 21, 2001 and entitled, "WIA Incentive Funds." That communication has been included in this communication. The marketing grant is not rescinded.

**Content**

On May 3, 2001 the US Department of Labor made approximately \$1.3 million available to the State of Indiana "for exceeding performance levels, agreed to by the Secretaries, Governor and State Education Officer, for outcomes in State operated employment and adult education programs. The source of funds is WIA Title V, Section 503, Incentive Awards.

Funds must be used for allowable WIA Title I and II activities and services. All applicable rules, regulations and OMB Circulars are in effect for expenditure of these funds. Prior approval from DWD is required for certain items of cost, per applicable Office of Management and Budget (OMB) circulars. Requests for prior approval should be made to Virginia Harrold 317/232-7373 per Department of Workforce Development's (DWD's) Communication #99-27 dated 12/2/99.

**Matching Requirement**

DWD is requiring a 1:1 cash match of all the incentive funds made available under this communication. The match can be achieved using federal and/or non-federal cash. Matching funds may include local WIA/WtW PY'01 and '02 formula allocations but shall not include additional, subsequent fund allocations of any source from the Department of Workforce Development (DWD.) Match compliance must be met during the period June 1, 2001 to June 30, 2003. Documentation of match must be maintained

for audit and monitoring purposes but need not be reported to DWD until the final closeout report is submitted. The match funds must be for the same purpose as the use of the incentive funds. When matching these incentive funds, if the funds you are using as match have previously been used to fulfill a matching requirement of another funding source, it is not usable as match for these funds. The purpose of the match is to leverage local resources. This match requirement is a DWD requirement. We understand that certain technical questions will arise as the match requirement is met. It is our intention to provide interpretations as such questions arise. This communication is intended to describe our general principles regarding match, not to answer all such questions.

### **Incentive Fund Use**

1. WorkOne Marketing - Each workforce investment board is allocated \$17,000 so they can market the WorkOne System within their local areas. Each area can access the \$17,000 for the specific purpose of marketing the WorkOne system during the time frame of February 1, 2002 through June 30, 2003. Marketing materials produced with these funds must adhere to the requirements set forth in the WorkOne style guide issued by DWD and acknowledge the local Workforce Investment Board and the WorkOne system. Questions regarding the style guide may be referred to Diane Wieland, DWD Marketing and Communications at 317/232-6699.

The \$17,000 will be made available for these marketing activities:

- Workforce Investment Boards may develop and print marketing materials such as a series of brochures and/or calendars that promote the WorkOne name and system. East Central Opportunities, Inc. has developed marketing materials that could easily be adapted for use by other Indiana WIBs. East Central will facilitate access to these materials. It is not mandatory that WIBs use the materials developed by East Central.
- Producing local television ads, public service announcements, radio and print ads.
- Purchasing signage for WorkOne Centers and WorkOne Express sites.
- “English Works in Indiana – Developing a Model Community Alliance,” a Department of Education initiative.
- “Finish First! – Helping Adults Finish First on the GQE and Move onto a better life,” a Department of Education initiative.
- Other activities that promote WorkOne services available in the area.

Per the matching requirement discussed earlier in this communication, DWD recognizes that many areas have a marketing budget and have expended funds from that budget. Funds approved by the workforce investment board (WIB) for marketing and expended beginning June 1, 2001 may be used to fulfill the match requirement of the marketing grant.

2. Case Management & Participant Tracking

Effective July 1, 2002, WIBs will also be required to track and report all individuals who receive WIA supported services in the workforce service area. Information concerning requirements for case management is located in DWD Communication 2000-25 entitled, "Decentralization of Case Management and Participant Management and Information System." The data elements to be reported include name, social security number, date of service, and workforce service area. DWD will issue a revision to the Participant Management Information System (PMIS) Manual specifying this new tracking requirement.

The systems and procedures for collecting this data will be at the discretion of each local WIB. Data shall be reported through the current PMIS system. The goal is a count of all non-registered individuals obtaining WIA-supported services in the area.

Each area will receive \$31,000 for case management and management information system enhancements. The funds may be used to purchase software and hardware that will support the additional reporting requirements and/or enhance a case management system. Other allowable uses include the purchase of bar code or swipe card technology or other technology designed to track service activities within area offices. Each WIB may determine the appropriate use of these funds taking into consideration local needs and existing systems.

These funds are a one-time investment. DWD will not be providing similar allocations in future years. This funding is intended as start-up money. Ongoing costs of maintenance and licensing will be the responsibility of each area. DWD considers this funding as its investment in case management technology for each local area. As such, DWD and other State partners shall be permitted future use of systems enhanced or purchased with these incentive funds at no charge to DWD and/or the State partners.

Instructions for Accessing Funding

The following items must be submitted to DWD as part of the grant package:

- WIBs must provide a one-page description of their proposed use of the marketing and a one-page description of the use of the case management funding. DWD understands that plans may be somewhat general at this point but these plans should become more specific as time passes. Letter modifications reflecting such changes

will be accepted during the life of the grant, but must be submitted prior to obligation or expenditure of funds.

- A line item budget for the \$17,000 marketing allocation and the \$31,000 case management/tracking allocation, including a description(s) of the source of match must be submitted. Both the marketing and case management/tracking funding must be matched.
- Funding for marketing is available for use beginning February 1, 2002 through June 30, 2003. No extensions to this grant period will be permitted. Unexpended funds will not be available for re-allocation.
- The funds can not be used to fund local salaries or fringe benefits for staff. The funding is granted to the WIBs on a one-time basis and; therefore, will not be used for staffing purposes.
- Your Grant Specialist will be in contact with you. Any marketing grants that have been developed, signed, and fully executed will need to be modified to add the additional \$31,000 allocation and to revise, if needed, the narrative and line item budget for the \$17,000. .

Questions concerning the use of the incentive allocations may be directed to John Corcoran, Director of Policy & Planning at 317/232-7595 or by e-mail at: [jcorcoran@dwd.state.in.us](mailto:jcorcoran@dwd.state.in.us) Questions concerning the grant may be addressed to Virginia Harrold, Supervisor, Grant and Contract Support at 317/232-7373 or by e-mail at [vharrold@dwd.state.in.us](mailto:vharrold@dwd.state.in.us)

**Beginning Date**  
Upon receipt.

**Ending Date**  
June 30, 2003

**Action**  
WIBs are requested to share the information contained in this communication document.